

YAMBOX



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UNIVERSITAS
MULTIMEDIA
NUSANTARA

FINAL PROJECT REPORT

Elbert Christopher

0000041386

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2022

YAMBOX



FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

Elbert Christopher

0000041386

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

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2022

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Name : Elbert Christopher

Student ID : 00000041386

Program : Hotel Operations

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YAMBOX

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A handwritten signature in black ink, appearing to read 'Elbert Christopher', is written over the QR code and stamp.

Elbert Christopher

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VALIDATION FORM

Final Project Report

YAMBOX

by

Name : Elbert Christopher
Student ID : 00000041386
Program : Hotel Operation
Faculty : Business

Was approved to be proposed for
Final Project Second Seminar
Universitas Multimedia Nusantara
Tangerang, 21 December 2021

Advisor,



Ocke Prawira, S.ST. M.Si. Par
NIDN. 0428108007

Head of Hotel Operations Program



Ocke Prawira, S.ST. M.Si. Par

VALIDATION FORM

FINAL PROJECT REPORT

YAMBOX

By

Name : Elbert Christopher

Student ID : 00000041386

Program : Hotel Operation

Faculty : Business

Has been presented on Wednesday, 12 January 2022

at 08.00 to 09.00 and was announced

PASS

with the examiners as follow:

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Ojke Prawira, S.ST. M.Si. Par

SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR
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Elbert Christopher

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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: YAMBOX. This report is submitted to partially fulfill the curriculum requirement to complete the program in Hotel Operations, Faculty of Business, Universitas Multimedia Nusantara. I realize that without assistance and support from various parties, it would be very difficult for me to complete this final project. Therefore, I would like to thank:

1. Dr. Ninok Leksono, M.A., as the Chancellor of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos., M.B.A., as the Dean of the Faculty of Universitas Multimedia Nusantara.
3. Oqke Prawira, S.ST. M.Si. Par., as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
4. Oqke Prawira, S.ST. M.Si. Par., as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.

Hopefully this report will be useful, both as the source of information and a source of inspiration, for the readers.

Tangerang, 21 Desember 2021

Elbert Christopher



YAMBOX

Elbert Christopher

ABSTRAK

YAMBOX adalah salah satu bisnis yang berspesialis pada ayam suwir. YAMBOX ingin mengangkat kembali masakan Indonesia yang sudah mulai kalah bersaing dengan masakan dari luar, YAMBOX hadir dengan konsep yang lebih modern, simple, tidak mengotori tangan, dan tentunya nikmat. Sesuai namanya YAMBOX specialist ayam suwir menyediakan menu ayam dari berbagai daerah yang ada di Indonesia dengan konsep suwir agar konsumen tidak perlu repot memisahkan tulang dan daging, tentunya inovasi yang akan YAMBOX hadirkan adalah perbedaan side dish yang akan di berikan, dikarenakan masakan ini berasal dari nusantara yang kita tau sangat luas maka side dish dari makanannya akan berbeda tergantung dari mana masakan itu berasal. Mengapa kami memilih ayam sebagai bahan utama kami? Karena di Indonesia persentase masyarakat yang mengkonsumsi ayam sangat besar dan juga pengolahannya yang cenderung lebih mudah pengolahannya juga cepat dan tidak memakan waktu yang lama. Produk ini terinspirasi oleh EATLAH, Eatlah adalah salah satu resto yang menjual makanan dengan konsep rice box, Eatlah adalah salah satu resto yang sangat terkenal dari Jakarta, Indonesia

Kata kunci: YAMBOX, masakan khas Indonesia, EATLAH, Ayam Suwir

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YAMBOX

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ABSTRACT (English)

YAMBOX is a business that specializes in shredded chicken. YAMBOX wants to bring back Indonesian cuisine that has begun to lose competition with foreign cuisine, YAMBOX comes with a more modern concept, simple, does not dirty hands, and of course delicious. As the name implies, YAMBOX specialist shredded chicken provides chicken menus from various regions in Indonesia with a shredded concept so that consumers don't have to bother separating the bones and meat, of course the innovation that YAMBOX will present is the difference in the side dish that will be given, because this dish comes from the archipelago what the Writer know is very broad, the side dish of the food will be different depending on where the dish comes from. Why the Writer choose chicken as our main ingredient? Because in Indonesia the percentage of people who consume chicken is very large and also the processing which tends to be easier, processing is also fast and does not take a long time. This product is inspired by EATLAH, Eatlah is a restaurant that sells food with the concept of a rice box, Eatlah is a very famous restaurant from Jakarta, Indonesia.

Keywords: YAMBOX, Indonesian food, EATLAH, Shredded Chicken.

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EXECUTIVE SUMMARY

In the current pandemic the Writer know that it is very difficult to go on vacation and in modern times like this, dishes originating from Indonesia have begun to be forgotten along with the times and the growing popularity of dishes from outside Indonesia, especially from Korea. The writer opened a business with the theme of Indonesian specialties packaged in a rice box that the Writern viral a few years ago.

The company names its “YAMBOX”. Yambox means its Ayam in the box and our specialty its sell Ayam Suwir, why? Because in Indonesia the percentage of people who consume chicken is very large and also the processing tends to be easier the processing is also fast and doesn't take long time. This product inspired by EATLAH. Eatlah it’s one of the restaurants that sells food with the rice box concept.

YAMBOX target market its people around 20-30 years old based on the respondent below. Also the writer will joining various events and promote them through Instagram. This product will be sell to middle to upper class would like to spend 30.000-40.000 to buy YAMBOX product.

YAMBOX has 3 employees consisting of three parts of production which are divided into 2 in the production section or station, 1 in the packaging section. And they will be rotation every 2 days, for the marketing and the administrating that will be handling by the owner. The owner select the employee based on the company standard to reach the company goals.